



Reverse Band: 17/24 GHz BSS

May 4 Order

 May 4 Order adopted a 4° spacing plan.



- ▮ Providers can operate full power off-slot until neighboring slot is put into use.
- ▮ Once neighbor arrives, provider must
 - Reduce power significantly and accept interference. This is not a practical solution, because it is likely to render 40-60% of a \$300 M investment useless and cause consumer disruption of programming.
- ▮ Moving satellite back to “grid” is not viable option.
 - No way to re-point millions of consumer dishes to new location.
 - Need to re-start ITU and FCC process for new location.

Flexibility to Permit DBS Integration

 1° Flexibility Proposal: RBW licensees should have the flexibility to operate up to 1° off slot at full power and full interference protection.

- ▮ Provides a level playing field for all applicants: DBS, FSS, new entrants.
- ▮ Most efficient use of the spectrum and resources
- ▮ Provides maximum consumer benefits: HD offerings; small, single-dish solutions; integration with existing investment; reduced interference with foreign operations.
- ▮ Increases competition to incumbent cable providers, resulting in lower prices and more innovation.

1° Flexibility Proposal Accommodates International Concerns

-  Telesat Canada seeks freedom for non-U.S. licensees to operate off-slot at full power.
-  Underscores that not all business plans match up with a 4° spacing environment.

Telesat Canada Slot	Current Rules	1° Flexibility Proposal
72.5°	✗	✓
82°	✗	✓
86.5°	?	✓
118.7°	?	✓


Achieving Competitive Parity

 Current rules provide DIRECTV with critical spectrum and deny its chief rival comparable capacity.

- ☞ DIRECTV expresses alarm that EchoStar rule changes might restrict its ability “to combine operations in this new band at orbital locations where it currently operates Ka-band satellites to offer an integrated service available to consumers on a single receive antenna.”

 DIRECTV's concerns do not withstand scrutiny.

- ☞ Exaggerates benefits of off-slot operation in May 4 Order.
- ☞ Fails to provide any credible response to international filings that do not fit U.S. grid.

 1^o Flexibility Proposal does not harm DIRECTV's planned Ka/RBW service.

SES Concedes Need for Flexibility



In its attempt to demonstrate that current flexibility is sufficient, SES concedes that current flexibility is inadequate for 61.5 degree slot.



SES would shift entire grid 1° east of 63°

- ☞ Reflects the need for flexible approach to ensure that all orbital locations are utilized.
- ☞ A 1° shift inhibits integrated service from 2°-spaced FSS providers
- ☞ Does not reflect international DBS and RBW filings.



Tweak to SES's plan could address broader concerns east of 87°

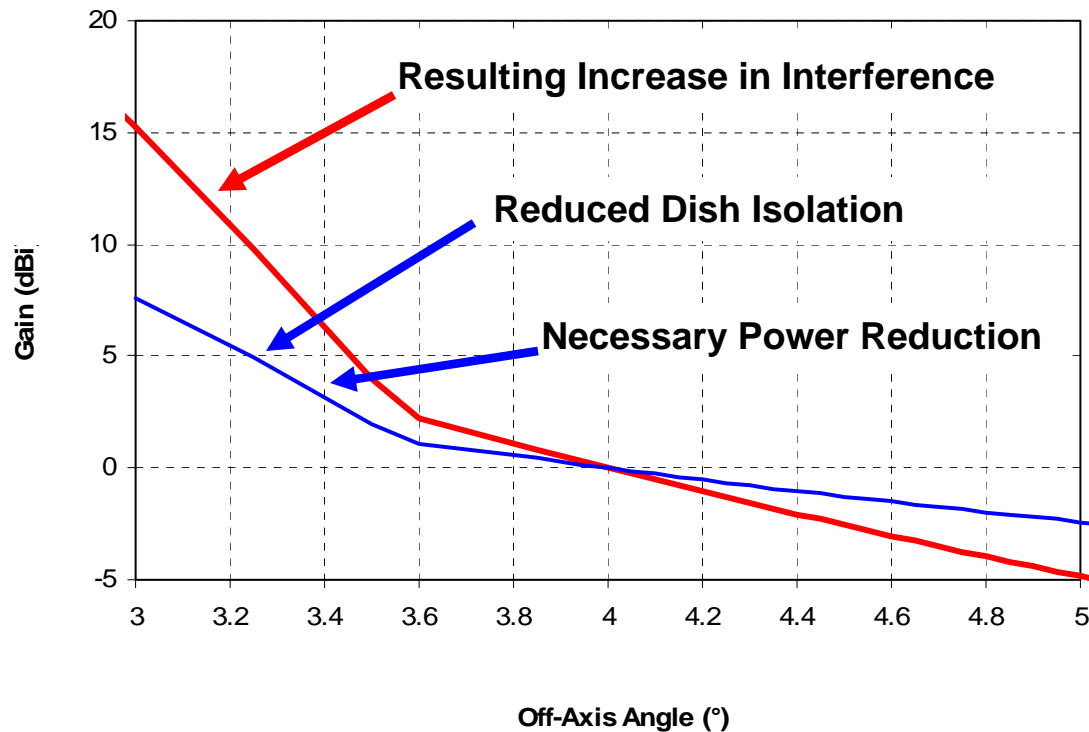


1° Flexibility plan accommodates concerns raised by SES.






Cumulative Effects of Off-Slot Operations

BO.1213 with 45cm Dish



SES's best-case analysis underestimates the ill effects of off-slot operations: (1) presumes optimal location of satellites in DBS cluster; and (2) minimizes cumulative effect of reduced power and increased interference by addressing them separately.

Next Steps

-  Procedural vehicles to address need for additional flexibility (EchoStar; Telesat; SES).
-  Quick resolution is best for industry given need for capacity and international developments.
-  Critical that flexibility proposal is addressed prior to IB notice seeking modifications to the pending RBW applications.